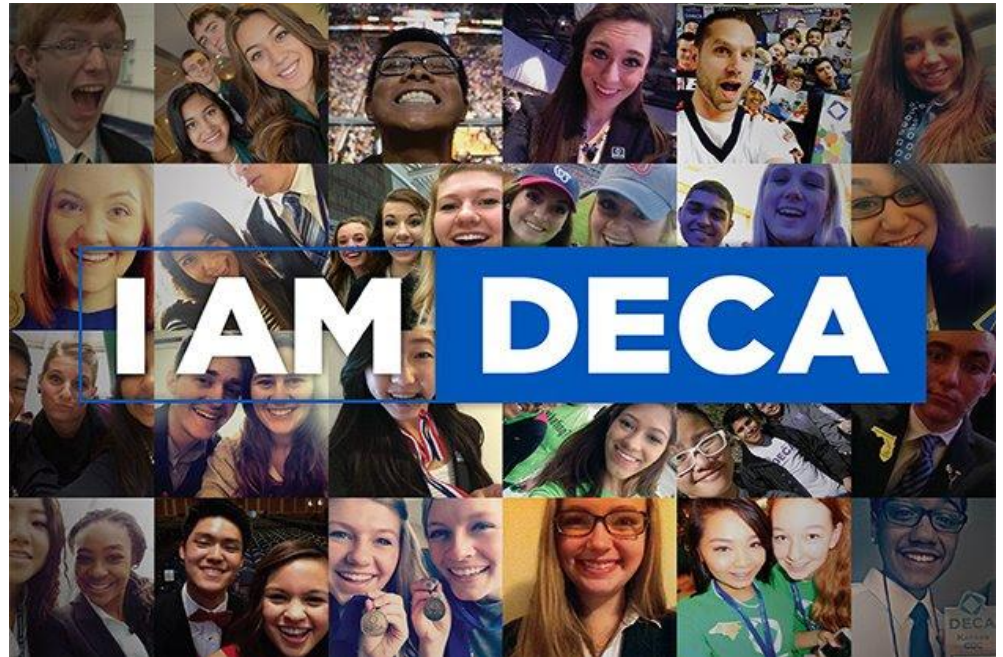


# Emerging Leaders Conference November 2-3, 2014



This packet was created to help you plan and register for the Wisconsin DECA Emerging Leaders Conference. Please read all sections very carefully before you begin the online registration process.

Wisconsin DECA is pleased to be hosting this conference at the beautiful Wilderness Resort in Wisconsin Dells. Wilderness Resort is one of Wisconsin Dells premier water park resorts and conference centers!

This programming for this conference is Sunday and Monday. Chapters should plan to arrive Sunday. If your chapter needs accommodations on Saturday evening, you should contact Terri Mackey soon as possible. WIDECA has a limited number of hotel rooms for Saturday.

Pricing and registration policies reflect 2014-2015 WIDECA procedures. More details inside.

We are excited about the formatting additions to this year's conference and look forward to seeing you in November.

[www.deca.org](http://www.deca.org)  
[www.dpi.wi.gov/deca](http://www.dpi.wi.gov/deca)

# I AM DECA

In DECA, we talk a lot about our goals, principles and achievements. We have impressive statistics about how many countries our chapters are located in and who our messages reach. We offer scholarships, awards, events and conferences and even host guest speakers, talented performers and great leaders.

But is that all DECA is? No, because DECA is more than competitive events, blazers and medallions. DECA is you.

You are the 220,000 high school and college members who proudly wear our DECA blazers and uphold DECA's mission to prepare emerging leaders and entrepreneurs. You are fundraisers, you are competitors, you are leaders, you are advocates, and you are the future. You are the ones who tweet #DECALove and work all year long for one priceless moment on our international stage.

The truth is that without you, DECA is nothing. And so, DECA is dedicating the next year to celebrating all 220,000 of you who make DECA possible. We want to see each and every one of you declare your place in this organization that you care so much about, whether it's through a tweet, photo, project, event or DECA Direct article.

We want to hear you say, "I am DECA."

TELL US YOUR DECA STORY.  
#IAMDECA



## Emerging Leaders Conference has a Team dedicated to the Leadership Council –**Gold Team**

At the conclusion of the ELC, Leadership Council participants will:

- ◆ Walk away with a deeper understanding of how human motivational drivers can be used in their chapter.
- ◆ Have formed a startup company to create a working prototype of a functional innovative product. Throughout the process we focus on defining roles and responsibilities on a team, delegation, and empowerment – essential skills for chapter leaders
- ◆ Focus on sharing ideas in the areas of: membership involvement, fundraising, and community outreach. Each participant will walk away with at least one specific goal they can share with their chapter. In addition Leadership Council members will help create a social media video to showcase why their chapter is golden.
- ◆

### Steps to signing up for the **GOLD TEAM**:

1. Apply for the Leadership council. Please [click here](#) For the application. The application is due **September 23, 2014**
2. Be selected to be a member of the Leadership Team
3. When you register for the ELC conference, sign up to be on the GOLD TEAM

Good Luck!

# WE ARE **GOLDEN**

 WISCONSIN **DECA 50<sup>TH</sup> ANNIVERSARY**



# During ELC students can participate in the Virtual Business Challenge!



## Virtual Business Challenge

AN OFFICIAL DECA COMPETITIVE EVENT

- An official DECA competitive event where participants use highly visual simulation software to manage a business.
- The DECA Virtual Business Challenge (VBC) encourages DECA members to test their skills at managing a business individually or as a team. The VBC culminates in live competitions at the ICDC Nationals.
  - ELC
- ELC is featuring 1 of the 4 tracks VCB is offering this year, VCB Sports! Click the link below for more information on this track.



### VBC SPORTS

Participants will be using a limited function version of the Virtual Business - Sports and Entertainment 2.0 software. [details](#)

- Students will form teams of 1-3 people and register online at: <http://vbc.knowledgematters.com/vbc/>

*\*\*Included on this site is a Powerpoint presentation illustrating step by step how to register\*\**

- After the students register, advisors must approve the teams prior to the start of the conference

- **Advisors are encouraged to sign up as many teams as possible!**

- A media room will be available at ELC on Sunday 11/2 from 5:20pm-11:15pm

- No score prior to the start of the conference will count towards the competition. Teams are only competing against chapters attending ELC and the team that scores the top of the leader board will win the competition. **The winning team will receive: 10 tickets to the SEM Conference to be held on either January 23<sup>rd</sup> or 30<sup>th</sup> with the Admirals at the Bradley Center**



## Registration Information

### Conference Registration

September 4 – September 30, 2014

**\$85.00** per student

**\$45.00** per advisor or chaperone

Conference registration closes **September 30, 2014**

Registration includes:

- two days of professional leadership based workshops, professional development, as well as DECA and WIDECA training and updates;
- three meals (dinner on Sunday, breakfast & lunch on Monday);
- deluxe resort accommodations at one of Wisconsin Dells premier venues including passes for Indoor Water Park; and
- evening entertainment on Sunday including a DECA dance party and other exciting interactive adventures.

***If conference registration reaches 450 attendees, a conference T-Shirt will also be provided.***

### Housing Rates (Sunday night stay only)

Flat rate pricing is in effect *in order to avoid re-invoicing after registration closes.*

**\$45.00** per person

### SATURDAY NIGHT –LIMITED AVAILABILITY!!!

There are a limited number of rooms available for Saturday Night. Contact Terri Mackey before you begin registration to check on availability and rate information.

### Total Conference

**Cost – STUDENT** **\$130.00 per person**

### Total Conference

**Cost – ADVISOR** **\$90.00 per person**



## Online Registration Information

We will be utilizing the same conference registration system that we used last year. The system will be linked to DECA membership information, so username and password will be the same as you used for the membership registration.

### **Here are some tips!**

- Registration site link: <https://www.decaregistration.com/wi-fall>
- **Registration will be linked to DECA membership. Students must be submitted members of DECA to register for the conference.**
- **Primary Contact:** Terri Mackey with any questions: 414.779.6145 or [widecacenterdirector@gmail.com](mailto:widecacenterdirector@gmail.com).
- **Secondary Contact for additional Questions:** Tim Fandek: 608.588.9595 or [timothy.fandek@dpi.wi.gov](mailto:timothy.fandek@dpi.wi.gov)
- **Student rooms will be combined into quads whenever possible.** If you are planning on combining rooms with other schools you will need to make a note of this in the "Special Needs" box on the registration site. Please be as specific as possible in the "Special Needs" box. Use the online registration system for housing requests; email requests for housing will not be accepted. Once conference registration is closed and housing assignments are completed, you may log into the registration site to check for combined rooms.
- **Advisors and chaperones will be combined into doubles whenever possible.** Please include roommate requests in the "Special Needs" box on the registration site.
  - If you are bringing a family member, please make sure you register the family member. Wisconsin DECA supports advisors bringing family members to conferences, and there will not be an additional registration cost for family members. **HOUSING FEES:** Per the WI DECA Board Members decision on July 15, 2014 an advisor who chooses to bring a family member(s) along to a DECA conference and shares a room with another DECA advisor will not be charged additional housing fees beyond that of a double room. If an advisor chooses to have a single room to accommodate family the housing rate will be **\$100.00 per night**.
- Please include all dietary needs in the "Special Needs" box for each attendee. Please be as specific as possible.
- **All students must be registered for a specific team. The Orange, Blue, Green, and Red Teams will receive the same programming.**

**\*\*It is recommended that you distribute your attendees among different tracks in order for them to have the most networking opportunities. Registration for tracks will assist trainers in programming.\*\***

- **The Gold Team is designed for the Leadership Council. Students must be a part of the Leadership Council to join this team. To apply for the Leadership Council [click here](#).**



## Emerging Leaders Conference Tentative Agenda

Sunday November 2, 2014						
12:00pm – 12:45pm	<b>Conference Registration</b> Plan to arrive at hotel between noon and 12:45 to receive conference materials <b>Hotel Check In is 3:30pm</b> <i>Do not plan to arrive before Conference Registration to use water park</i>					
1:00pm – 1:35pm	<b>Opening Session: FOCUS Training Energizer &amp; Meet Your Team</b> (Sandstone 124567)					
	<b>Workshop 1</b> Wilderness 45	<b>Workshop 2</b> Sandstone 893	<b>Workshop 3</b> Tundra ABC	<b>Workshop 4</b> Tundra DEF	<b>Leadership Council</b> Glacier ABC	<b>Virtual Business Challenge</b>
1:40pm – 2:25pm	Red Team	Orange Team	Green Team	Blue Team	Gold Team	
2:30pm – 3:15pm	Blue Team	Red Team	Orange Team	Green Team		
3:15pm - 4:20pm	<b>Hotel Check In</b>					
4:30pm – 5:15pm	Green Team	Blue Team	Red Team	Orange Team	Gold Team Corporate Culture	<b>Virtual Business Challenge</b>
5:20pm – 6:15pm	<b>Dinner</b> (Sandstone 124567)					
6:15pm - 8:15pm	Chapter Time On Your Own	Chapter Time On Your Own	Chapter Time On Your Own	Chapter Time On Your Own	Chapter Time On Your Own	
8:15pm– 11:15pm	<b>Chapter Time</b> (Wilderness) DECA Dance & Entertainment					
11:30pm	<b>Curfew</b>					
Monday November 3, 2014						
7:30am – 8:15am	<b>Breakfast</b> (Sandstone 124567)					
8:20am - 8:45am	<b>Morning Energizer</b> (Sandstone 124567)					
8:50am - 9:20am <b>*Choose one session</b>	Workshop	Workshop	Workshop	Workshop	Workshop	
9:25am - 10:30am	<b>Hotel Checkout</b>					
10:30 – 11:00am <b>* Choose one session</b>	Workshop	Workshop	Workshop	Workshop	Workshop	
	<b>Workshop 1</b> Wilderness 45	<b>Workshop 2</b> Sandstone 893	<b>Workshop 3</b> Tundra ABC	<b>Workshop 4</b> Tundra DEF	<b>Leadership Council</b> Glacier ABC	
11:05am -11:50am	Orange Team	Green Team	Blue Team	Red Team	Gold Team Team Building	
12:00pm - 1:00pm	<b>Lunch &amp; Closing Session</b> (Sandstone 124567)					





## **STUDENT DELEGATE CONDUCT PRACTICES AND PROCEDURES**

**Due: *October 2, 2014***

Wisconsin DECA requires EACH delegate attending the conference to read and sign a copy of this form. It is recommended that each local advisor review this form with chapter members, chaperones and parents so that there is no misunderstanding of the rules, regulations and responsibilities of conference participants. **Take originals with you to the conference. To read and complete this form please go to:**

**<https://www.formstack.com/forms/?1821068-wAwnEhlcRI>**

**Please note:**

- **The official DECA dress code for ELC is Business Casual for all events.**  
(Business Casual: Casual slacks, blouse or shirt, socks, and casual shoes. Jeans, t-shirts, and athletic shoes are **NOT** included in business casual attire)
- Once a completed form has been submitted online, the form will be kept on file. The student does **NOT** need to complete another form for any future WI DECA event he/she attends within the same school year.

## **ADVISOR/Student Teacher/CHAPERONE Procedures and Responsibilities**

**Due: *October 2, 2014***

Wisconsin DECA requires EACH local advisor and chaperone attending the conference to read and sign a copy of this form. **Take originals with you to the conference. To read and complete this form please go to:**

**<https://www.formstack.com/forms/?1821176-PiorTSgiiI>**

**Please note:** Once a completed form has been submitted online, the form will be kept on file. The advisor/student teacher/chaperone does **NOT** need to complete another form for any future WI DECA event he/she attends within the same school year.





**School Leadership/Administration Procedures and Responsibilities**  
**Due: *October 2, 2014***

Wisconsin DECA requires EACH local Administrator to read and sign a copy of this form.  
**To read and complete this form please go to:**

**<https://www.formstack.com/forms/?1821217-C19jFHZRwL>**

**Please note:** Once a completed form has been submitted online, the form will be kept on file. The Administrator does **NOT** need to complete another form for any future WI DECA event within the same school year.



 **WISCONSIN DECA 50<sup>TH</sup> ANNIVERSARY**